

**Template for sectoral whitelist by Sectoral Agency (SA)**

**Sector:** Furniture

**SA:** ESG

**Last updated by**

**SA/WSG on:**

S/N	SSOCs of growth jobs (at 5-digit SSOC level)	Job titles of growth jobs*	Job role specific -growth job skills in the ITM/JTM/whitelisted by SAs	Sector specific -growth job skills that are core/common to the entire sector, within the ITM/JTM/whitelisted by SAs <sup>1</sup>
1	52202	Sales Associate	<ol style="list-style-type: none"> <li>1. Product Advisory</li> <li>2. After-Sales Service</li> <li>3. Service Excellence</li> <li>4. Service Leadership</li> <li>5. Omni channel management</li> <li>6. Customer Experience Management</li> <li>7. Data Analytics</li> <li>8. Robotics and Automation Application</li> <li>9. In-store Digital Application and Assistance</li> <li>10. Interior Design knowledge</li> <li>11. Sustainability Knowledge &amp; Awareness</li> </ol>	<ol style="list-style-type: none"> <li>1. Omni-channel Management</li> <li>2. Customer Experience Management</li> <li>3. Data Analytics</li> <li>4. Robotics and Automation Application</li> <li>5. In-store Digital Application and Assistance</li> <li>6. Merchandise Buying</li> </ol>

			<b>12. Furniture Styling Expertise</b> <b>13. Project Management Skills</b> <b>14. Upholstery and Material Expertise</b> <b>15. Customer Experience Optimisation</b>	7. Merchandise Performance Analysis  8. Automated Inventory Control  9. Data Mining and Modelling  10. Customer Relationship Management (CRM) Operations  <b>11. Knowledge of Sustainable Sourcing and Production</b>  <b>12. Trend Forecasting and Analysis</b>
2	52201	Sales Supervisor	1. Data Analytics 2. Customer Relationship Management Operations 3. Product Styling 4. Omni-channel Management 5. Robotics and Automation Application 6. In-store Digital Application and Assistance <b>7. Visual Merchandising</b> <b>8. Inventory Management Optimization</b> <b>9. Sustainability Knowledge and Awareness</b> <b>10. Upholstery and Material Expertise</b>	
3	33225	Merchandising Executive	1. Customer Behaviour Analysis 2. Merchandise Buying 3. Merchandise Performance Analysis	

			<ul style="list-style-type: none"> <li>4. Automated Inventory Control</li> <li>5. Artificial Intelligence Application</li> <li>6. Emerging Technology</li> <li>7. Digital Fluency</li> <li>8. Creative Thinking</li> <li>9. Sustainable Product Sourcing</li> <li>10. Furniture Trend Analysis /Forecasting</li> <li>11. Pricing Strategy Development</li> <li>12. Upholstery and Material Expertise</li> </ul>	
4	12214	Merchandising Manager	<ul style="list-style-type: none"> <li>1. Customer Behaviour Analysis</li> <li>2. Merchandise Buying</li> <li>3. Merchandise Performance Analysis</li> <li>4. Automated Inventory Control</li> <li>5. Artificial Intelligence Application</li> <li>6. Emerging Technology</li> <li>7. Infographics ad Data Visualisation</li> <li>8. Data Analytics</li> <li>9. Creative Thinking</li> <li>10. Market Research &amp; Analysis</li> </ul>	

			<b>11. Sustainable Product Sourcing</b> <b>12. Furniture Trend Analysis /Forecasting</b> <b>13. Supplier Relationship Management</b> <b>14. Pricing Strategy Development</b> <b>15. Upholstery and Material Expertise</b>	
5	14201	Store Manager	1. Data Analytics 2. Customer Relationship Management Operations 3. Process Improvement 4. Product Styling 5. Omni-channel Strategy 6. Omni-Channel Management 7. Merchandise Performance Analysis 8. Business Performance Management 9. Robotics and Automation Application 10. In-store Digital Application and Assistance <b>11. Community Engagement and Marketing</b> <b>12. Sustainable Furniture Practice</b>	

6	14201	Retail Operations Director	<ol style="list-style-type: none"> <li>1. People Development</li> <li>2. Process Improvement</li> <li>3. Business Process Management</li> <li>4. Staff Training Facilitation</li> <li>5. UI/UX Optimisation</li> <li>6. Customer Experience Management</li> <li>7. Omni-channel Strategy</li> <li>8. Omni-channel Management</li> <li>9. Creative Thinking</li> <li>10. Data Analytics</li> <li>11. Strategic Planning</li> <li>12. Risk Management</li> <li>13. Performance Metric Analysis</li> </ol>	
7	33229	Marketing Executive	<ol style="list-style-type: none"> <li>1. Infographics and Data Visualisation</li> <li>2. Data Analytics</li> <li>3. Data Mining &amp; Modelling</li> <li>4. Brand Storytelling</li> <li>5. Digital Marketing Management</li> <li>6. Brand Campaign Management</li> <li>7. Market Profiling</li> <li>8. Market Research</li> <li>9. Customer Loyalty &amp; Retention Strategy Formulation</li> </ol>	

			10. Social Media Management 11. Digital Fluency 12. Sustainability Marketing 13. Customer Experience Optimisation	
8	12222	Marketing Manager	1. Infographics and Data Visualisation 2. Customer Behaviour Analysis 3. Market Trend Analysis 4. Data Analytics 5. Data Mining and Modelling 6. Brand Storytelling 7. Digital Marketing Management 8. Customer Loyalty and Retention Strategy Formulation 9. Social Media Management 10. Social Media Marketing 11. Sustainability Marketing 12. Customer Experience Optimisation 13. Onmi-channel Marketing Strategy	
9	33224	E-commerce Executive	1. Data Analytics 2. Business Performance Management	

			<ul style="list-style-type: none"> <li>3. Customer Experience Management</li> <li>4. Omni-channel Management</li> <li>5. Transdisciplinary Thinking</li> <li>6. Digital Fluency</li> <li>7. Customer Orientation</li> <li>8. <b>Product Visualisation</b></li> <li>9. <b>Onmi-channel Marketing Strategy</b></li> <li>10. <b>Supply Chain Management</b></li> <li>11. <b>Data Analysis</b></li> </ul>	
10	12215	E-commerce Manager	<ul style="list-style-type: none"> <li>1. Business Performance Management</li> <li>2. Business Opportunities Development</li> <li>3. UI/UX Optimisation</li> <li>4. Technology Adoption and Innovation</li> <li>5. Customer Experience Management</li> <li>6. Omni-channel Management</li> <li>12. Omni-channel Strategy</li> <li>13. Category Management</li> <li>14. Transdisciplinary Thinking</li> <li>15. Digital Fluency</li> <li>16. Customer Orientation</li> <li>17. <b>Product Visualisation</b></li> <li>18. <b>Onmi-channel Marketing Strategy</b></li> </ul>	

			<b>19. Supply Chain Management</b> <b>20. Data Analysis</b>	
11	13241	Warehouse Operations Manager	1. Warehouse Automation Application 2. Warehouse Space Utilisation 3. Warehouse Performance Measurement 4. Automated Inventory Control 5. Environmental Protection Management 6. Transport Management System Administration <b>7. Inventory Forecasting</b> <b>8. Quality Control Systems</b> <b>9. Sustainability Practices in Warehousing</b> <b>10. Cost Analysis and Logistic Management</b>	
12	33461	Logistics Operations Analyst	1. Logistics Solution Design Thinking 2. Autonomous Logistics Design and Application 3. Customer Experience Management 4. Data Analytics 5. Order Fulfilment Administration 6. Data Mining & Modelling	



			<ul style="list-style-type: none"> <li>7. Infographics and Data Visualisation</li> <li>8. Supply Chain Analysis</li> <li>9. Inventory Forecasting</li> <li>10. Sustainability Practices in Warehousing</li> <li>11. Cost Analysis and Logistic Management</li> <li>12. Inventory Forecasting</li> </ul>	
13	34323	Visual Merchandiser	<ul style="list-style-type: none"> <li>1. Visual Design and Communication Principles</li> <li>2. Visual Merchandising Presentation</li> <li>3. Customer Behaviour Analysis</li> <li>4. Brand Storytelling</li> <li>5. User Interface and User Experience Optimisation</li> <li>6. Customer Experience Management</li> <li>7. Visual Design and Communication Principles</li> <li>8. Creative Thinking</li> <li>9. Digital Fluency</li> </ul>	
14	12222	Brand Manager	<ul style="list-style-type: none"> <li>1. Customer Relationship Management</li> <li>2. Brand Campaign Management</li> <li>3. Data Analytics</li> </ul>	

			<ul style="list-style-type: none"> <li>4. Brand Storytelling</li> <li>5. Digital Marketing Management</li> <li>6. Customer Experience Management</li> <li>7. Data Mining and Modelling</li> <li>8. Social Media Management</li> <li>9. Transdisciplinary Thinking</li> </ul>	
15	33229	Brand Executive	<ul style="list-style-type: none"> <li>1. Brand Campaign Management</li> <li>2. Social Media Management</li> <li>3. Brand Storytelling</li> <li>4. Customer Experience Management</li> <li>5. Data Analytics</li> <li>6. Data Mining and Modelling</li> </ul>	
16	33461	Logistics Solutions Specialist	<ul style="list-style-type: none"> <li>1. Integrated System Design and Application</li> <li>2. E-Logistics IT Solutioning</li> <li>3. Autonomous Logistics Design and Application</li> <li>4. Automated Inventory Control</li> <li>5. Data Analytics</li> <li>6. Data Mining &amp; Modelling</li> <li>7. Infographics and Data Visualisation</li> </ul>	

17	25121	Full Stack Developer	<ol style="list-style-type: none"> <li>1. Agile Software Development</li> <li>2. Application Development</li> <li>3. Consumer Intelligence Analysis</li> <li>4. Database Administration</li> <li>5. Media Data Management</li> <li>6. Mobile Apps Marketing</li> <li>7. Programming and Coding</li> <li>8. Software Testing</li> <li>9. User Experience Design</li> <li>10. User Interface Design</li> </ol>	
18	25124	UI/UX Designer	<ol style="list-style-type: none"> <li>1. Design Concepts Generation</li> <li>2. Digital Image Production</li> <li>3. Digital Asset and File Management</li> <li>4. Manual and Digital Drawings Production</li> <li>5. Typeface and Layout Production</li> <li>6. User Interface Design</li> <li>7. User Experience Design</li> <li>8. UI/UX Optimisation</li> <li>9. Visual Design and Communication Principles</li> <li>10. Visual Collaterals Production</li> <li>11. Website Design</li> </ol>	

			12. Website Performance Management	
19	12215	Omni-channel Manager	<ul style="list-style-type: none"> <li>1. Automated Inventory Control</li> <li>2. Business Environment Analysis</li> <li>3. Business Risk Assessment</li> <li>4. Communications Channel Management</li> <li>5. Customer Feedback and Relationship Management</li> <li>6. Customer Relationship Management</li> <li>7. Data Analytics</li> <li>8. Data Mining and Modelling</li> <li>9. Database Administration</li> <li>10. Delivery Optimisation</li> <li>11. Demand Analysis</li> <li>12. E-Commerce Campaign Management</li> <li>13. Functional Analysis</li> <li>14. Market Trend Analysis</li> <li>15. Omni-channel Management</li> <li>16. Omni-channel Strategy</li> <li>17. Systems Thinking Application</li> <li>18. Digital Fluency</li> </ul>	

20	25112	Digital Transformation Manager	<ol style="list-style-type: none"> <li>1. Business Environment Analysis</li> <li>2. Business Intelligence and Data Analytics</li> <li>3. Data Analytics</li> <li>4. Database Administration</li> <li>5. Demand Analysis</li> <li>6. Technology Adoption and Innovation</li> <li>7. Market Trend Analysis</li> <li>8. Omni-channel Strategy</li> <li>9. Organisational Planning and Target setting</li> <li>10. Organisational Strategy Formulation</li> <li>11. Project Integration</li> <li>12. Project Quality</li> <li>13. Digital Fluency</li> </ol>	
21	24314	Digital Marketer	<ol style="list-style-type: none"> <li>1. Affiliate Marketing</li> <li>2. Brand Campaign Management</li> <li>3. Business Environment Analysis</li> <li>4. Brand Storytelling</li> <li>5. Business Operational Planning</li> <li>6. Business Opportunities Development</li> <li>7. Business Performance Management</li> <li>8. Consumer Intelligence Analysis</li> </ol>	

			<ul style="list-style-type: none"> <li>9. Customer Behaviour Analysis</li> <li>10. Customer Loyalty and Retention</li> <li>11. Strategy Formulation</li> <li>12. Digital Asset and File Management</li> <li>13. Data Analytics</li> <li>14. Digital Marketing and Communication^</li> <li>15. E-commerce Campaign Management</li> <li>16. Infographics and Data</li> <li>17. Visualisation</li> <li>18. Omni-channel Strategy</li> <li>19. Search Engine Optimisation (SEO)</li> <li>20. Social Media Marketing</li> <li>21. Visual Design and Communication Principles</li> </ul>	
22	12241	Customer Experience Manager	<ul style="list-style-type: none"> <li>1. Conflict Management</li> <li>2. Customer Acquisition Management</li> <li>3. Customer Experience Management</li> <li>4. Customer Feedback and Relationship Management</li> <li>5. Customer Loyalty</li> <li>6. Customer Loyalty and Retention Strategy</li> </ul>	

			Formulation 7. Customer Relationship Management 8. Omni-channel Strategy 9. Product Advisory 10. Service Leadership 11. Service Planning and Implementation 12. Interior Design Consultation 13. Showroom Experience Design	
23	12241	Customer Intelligence Analyst	1. Artificial Intelligence Application 2. Business Risk Assessment 3. Business Environment Analysis 4. Customer Relationship Management (CRM) 5. Data-Mining and Modelling 6. Demand Analysis 7. Delivery Optimisation 8. Data Analytics 9. Database Administration 10. Functional Analysis 11. Infographics and Data Visualisation 12. Market Trend Analysis 13. Market Profiling 14. Programming and Coding	

			15. Systems Thinking Application 16. Customer Journey Mapping 17. Predictive Analysis for Demand Forecasting	
24	24214	Sustainability Specialist	1. Business Performance Management 2. Business Continuity Planning 3. Carbon Footprint Management 4. Environmental Protection Management 5. Organisation Evaluation for Business Excellence 6. Policy Implementation and Revision 7. Project Feasibility 8. Stakeholder Management 9. Service Planning & Implementation 10. Sustainability Reporting 11. Circular Economy Practices 12. Sustainable Supply Chain Management and Solutions	
25	21632	Product Innovator	1. Category Management 2. Customer Experience Management	



			<ul style="list-style-type: none"> <li>3. Market Research</li> <li>4. Market Trend Analysis</li> <li>5. Product Costing and Pricing</li> <li>6. Product Design and Development</li> <li>7. Product Performance Management</li> <li>8. Product Styling</li> <li>9. Quality Assurance</li> <li>10. Communication</li> <li>11. Problem-solving</li> <li>12. Creative Thinking</li> </ul>	
26	34211	Lead Designer, Designer	<ul style="list-style-type: none"> <li>1. Aesthetic and Design Sensibility</li> <li>2. Conceptual Thinking</li> <li>3. Critical Thinking</li> <li>4. Data Analysis and Interpretation</li> <li>5. Design Creation and Development</li> <li>6. Sustainable Design Practices</li> <li>7. Design Thinking</li> <li>8. Material Studies and Production Processes</li> <li>9. User Experience Design</li> <li>10. Technical Drawing</li> <li>11. Virtual Reality and User Experience Design</li> <li>12. Digital and Physical Prototyping</li> </ul>	<ul style="list-style-type: none"> <li>1. Creative Thinking</li> <li>2. Systems Thinking</li> <li>3. Material Studies and Production Processes</li> <li>4. Data Analysis and Interpretation</li> <li>5. Design Thinking</li> <li>6. 3D Modelling and Rendering</li> <li>7. Knowledge of Sustainable Sourcing and Production</li> <li>8. Trend Forecasting and Analysis</li> </ul>

			<b>13. 3D Modelling and Rendering</b>	
<b>27</b>	<b>34212</b>	<b>Lead Visualizer / Storyteller</b>	<b>1. Aesthetic and Design Sensibility</b> <b>2. Brand Management</b> <b>3. Conceptual Thinking</b> <b>4. Content Development and Strategy</b> <b>5. Data and Information Visualisation</b> <b>6. Narrative Design</b> <b>7. Digital and Physical Prototyping</b> <b>8. Design Thinking</b> <b>9. Augmented Reality Integration</b>	

\*#1 - #4: High Impact Roles, #5 - #14: Medium Impact Roles, #15-#16: Low Impact Roles, #17-#26: Emerging Roles